

Secrets of a Professional Resume Writer

November 20, 2015

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Manager, Career Development

QUESTION

What do you think is the most common question I received about resumes?

Chat out your answers

Resume Secrets

- Resume Myths & Principles
- Common Mistakes
- Formatting Tricks
- Pesky Resume Problems
- Types of Resumes
- Avoiding Resume Black Hole
- Key Words
- ATD Resume Template

Resume Myths

1. There are rules to resume writing
2. People will read my resume
3. Resumes should be one page long
4. Resumes should have an objective
5. Resumes should include all of my experience
6. Only include x years of experience

JOB SEARCH FACTS YOU NEED TO KNOW IN 2015

**Finding a new job takes a lot of time and energy!
Before you run blindly into your job search, take a look at these statistics so that you know what you're up against and what recruiters love (and hate) to see on a résumé.**

6

AVERAGE # OF SECONDS
RECRUITERS LOOK AT YOUR RÉSUMÉ



RECRUITERS LOOK FOR
TITLE/COMPANY
KEYWORDS
EDUCATION

9 OUT OF 10 
RECRUITERS 
REJECT CV'S WITH 
PHOTOS ON THEM

ABOUT 250



RÉSUMÉS
ARE RECEIVED FOR EACH OPEN ROLE

Resume Principles

1. Write to the future
2. Re-weight skills & experience
3. Be inclusive, not exclusive
4. Sell it, don't tell it
5. Feel free to write
6. Resume length is variable
7. Keywords are critical
8. Make resume inviting to read

Source: *Resume Writing Academy Training* by W. Enelow & L. Kursmark



QUESTION

What do you think is the biggest mistake that people make with their resumes?

Chat out your answers

Summary Section

TINA TRAINOR
ALEXANDRIA, VA 22314

PHONE: 123-456-7891

EMAIL: YOURNAME@ADDRESS.COM

LEARNING & DEVELOPMENT MANAGER

Learning & development professional with 10 years of experience providing face-to-face and virtual training in the health care industry. Known for highly-engaging training style, creativity and technical savvy. Proven track record of producing learning programs that create measurable behavior change.

Key Competencies:

- Instructional Design
 - E-Learning Development
 - Facilitation (On Line & Face to Face)
 - Management & Leadership Development
 - Project Management
 - LMS: Blackboard, Moodle
 - Webex, GoToMeeting
 - Adobe Captivate, Storyline
-

Summary Section

- Top third of your resume – 6 second test
- Contact information
- What can you do for an employer?
- What sets you apart?
- Highlights key relevant skills, knowledge
- Key words
- Does it make you want to read on?

Accomplishments

PROFESSIONAL EXPERIENCE

ABC HEALTHCARE SYSTEM, ANYWHERE, VA
Training & Development Specialist

2009-PRESENT

Develop and implement management development programs for entire leadership team. Employee satisfaction scores and retention rates have improved by 15% since implementation.

- Created leadership development program that won ATD BEST award in 2014.
- Received highest training delivery scores on internal workshop evaluations and recipient of “best trainer” award three years running.
- Designed and implemented “Day in the ER” ~~improv~~-based training program that was credited with a 50% increase in hand washing rate and 45% reduction in hospital-acquired infections.

QUESTION

What do you think is the most common **FORMATTING** problem that people have with their resumes?

Chat out your answers

How to Set a Right Tab

3x



PROFESSIONAL EXPERIENCE

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Formatting Tricks

- Choose fonts wisely
- Don't waste precious real estate
- Avoid long blocks of text
- Avoid lengthy bullets & long lists of bullets
- Learn how to use tables, right tabs, borders
- Make it easy to revise

QUESTION

What is the most common “resume challenge” that job seekers face?

Chat out your answers

Pesky Resume Challenges

- No clear direction
- Gaps
- Job hopping
- Age
- Career changers

Handling Long Career

HEALTHCARE INSURER, ANYWHERE, USA
Training & Development Manager

1995-2008

Managed training and development function for healthcare insurer. Supervised team of 20 trainers and instructional designers.

Departmental Management

- Introduced new LMS that improved ability to track training outcomes and increased departmental productivity by 20%.
- If your accomplishments are hard to quantify, tell them how well you did things. Ratings received on your training programs. Awards or commendations.

eLearning

- Shifted 40% of training delivery to eLearning platform, increasing completion rates by 20%.
- Implemented mobile learning platform to enable workers to easily access compliance training.

Contract Work

CONSULTING/CONTRACT WORK

2000-2008

Instructional Designer/Training Specialist

Developed and implemented eLearning programs and provided training services for clients in the health care and financial services industry, including several Fortune 500 customers.

Instructional Design

- Created new management development program designed to on-board new managers. Retention rates for new managers improved by 35% after program implementation.
- Designed and implemented "Day in the ER" improy-based training program that was credited with a 50% increase in hand washing rate and 45% reduction in hospital-acquired infections.

Training Delivery

- Implemented mobile learning platform to enable workers to easily access compliance training, improving compliance rates by 40%.
- Developed and presented on-boarding program for influx of 200 customer service representatives during implementation Medicare Part D program.

Functional Resumes

May be appropriate if you:

- Want to highlight older experience
- Need to blend wide variety of skills/experiences
- Want to highlight substantive volunteer experience
- Have major gaps

CAVEATS:

- Recruiters don't like them
- May be better for networking

Sample Functional Resume

JOAN MARTIN
12 Sycamore Lane
West Chester, PA 19380
jmartin3@aol.com

Home: 610-345-6783

Cell: 610-422-1234

EDUCATOR – COUNSELOR – LEADER

Accomplished **educational leader** with over 20 years experience as counselor, administrator and educator in public, parochial and private school settings. Respected for collaborating across school boundaries and engaging underprepared and disadvantaged populations. Expertise includes:

- Educational Leadership
- Counseling
- Alternative Education
- Faculty & Staff Development
- Curriculum Development
- Standards Compliance

PROFESSIONAL ACCOMPLISHMENTS

EDUCATIONAL LEADERSHIP

- Led the successful transition to the President/Principal governance model at two schools requiring significant faculty buy-in and changes in leadership approach.
- As third principal in four years, undertook significant faculty development to build trust and improve team work, receiving multiple comments on staff cohesiveness in MSE evaluation.
- Transitioned faculty to new leadership including replacement of Board members and reduction of animosity between new Board and faculty.

COUNSELING

- Provided over 25,000 hours counseling in secondary school; administered and interpreted standardized tests for over 4300 students.
- Coordinated services with intermediate unit and community agencies to arrange for long term services for students.
- Served on student assistance teams to identify, assess and place students in need of mental health and drug/alcohol services.
- Developed and implemented first Student Assistance Program in Archdiocese of Philadelphia.

FACULTY & STAFF DEVELOPMENT

- Supervised field experience for professionals pursuing certifications for Secondary Counseling, High School Principal and Superintendent.
- Designed and implemented evaluation and teacher improvement plans for faculties in public, private and parochial school settings.

ALTERNATIVE EDUCATION

- Supervised alternative education program, taught and provided counseling for 26 students. 80% of seniors in the program received high school diplomas with their graduating class.
- Developed and implemented Summer Orientation and Study Skills Program for rising 9th grade students. 40% of students voluntarily attended.
- Utilized teaching and counseling skills to provide support for a successful college experience to students who are educationally underprepared and/or economically disadvantaged.

CURRICULUM DEVELOPMENT

- Facilitated K – 12 Curriculum Renewal Process. Re-wrote curriculum framework, planned instruction resulting in curriculum aligned with PA Standards in several settings.
- Led successful Middle States Evaluation and implemented Accreditation for Growth process receiving "most favorable response" on the evaluation.
- Collaboratively wrote and implemented Act 48 and Induction Plans for public school district.

PROFESSIONAL EXPERIENCE

Joan Martin
jmartin3@aol.com

GREAT VALLEY SCHOOL DISTRICT, Berwyn, PA 2009–2010
Supervisor, Alternative Education Program
Supervised District alternative education program for 26 students and 6 faculty members.

DELAWARE COUNTY COMMUNITY COLLEGE, Chester County Campuses 2007–Present
Adjunct Faculty
Teaching Student Success, Developmental English and Developmental Reading courses.

ACADEMY OF NOTRE DAME, Villanova, PA 2001–2006
Principal, High School
Managed curriculum, student services, activities and athletics for 500 students and 75 faculty.

CHICHESTER SCHOOL DISTRICT, Boothwyn, PA 1999–2001
Director: K–12 Curriculum & Instruction
Developed and coordinated K-12 academic curriculum for 3000 students and 280 faculty.

ARCHBISHOP JOHN CARROLL HIGH SCHOOL, Radnor, PA 1994–1997
Principal
Oversight for activities, athletics, attendance, counseling, curriculum, discipline, evaluation, health and technology for 1,000 students and 90 faculty/staff.

ARCHBISHOP PRENDERGAST HIGH SCHOOL, Drexel Hill, PA 1979–1993
Assistant Principal Academic Affairs (1993–1994)
Implemented and developed academic programs for 1,300 students.

Director: Counseling Center (1979–1993)
Organized student resources and counseling programs in personal, academic, career, college, health, mental health, and drug & alcohol abuse.

EDUCATION

ST. JOSEPH'S UNIVERSITY, Philadelphia, PA Educational Leadership (24 credits)

VILLANOVA UNIVERSITY, Villanova, PA MA Secondary Counseling

GWYNEDD MERCY COLLEGE, Gwynedd Valley, PA BS Elementary Education

PENNSYLVANIA CERTIFICATIONS

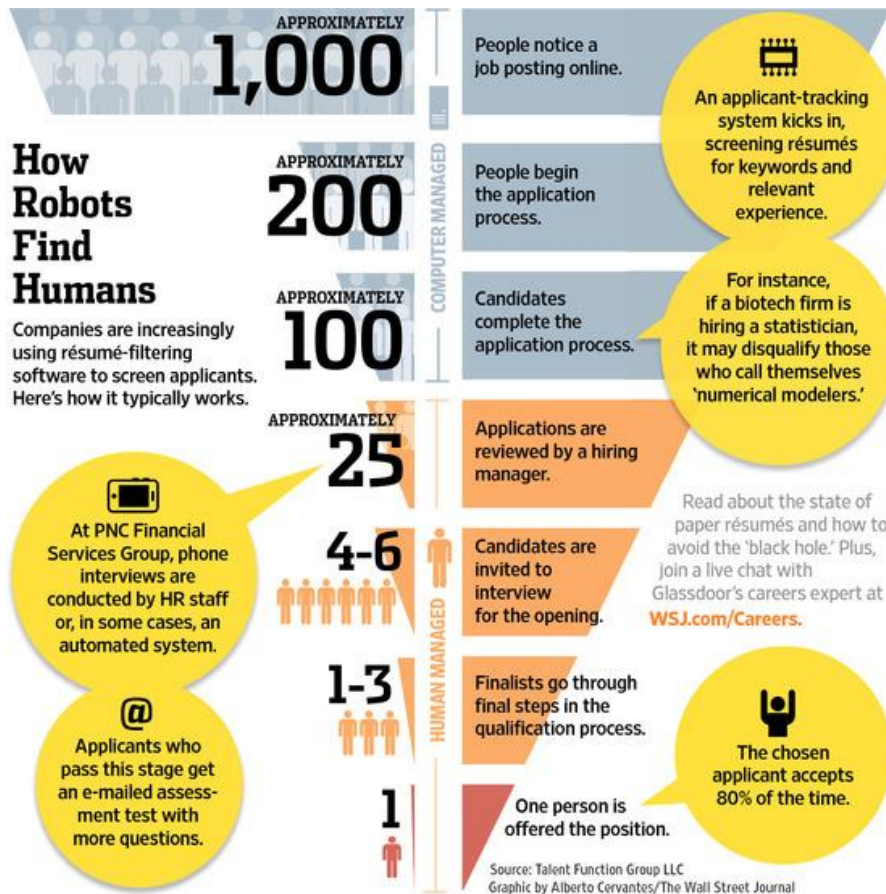
Secondary School Guidance	Elementary Education
Secondary School Principal	Middle School English
Supervisor: Curriculum & Instruction	Secondary School English
Superintendent: Letter of Eligibility	

PROFESSIONAL AFFILIATIONS

Association of Supervision, Curriculum and Development
National Board for Certified Counselors (NCC)
Kappa Delta Pi (International Education Honor Society)



The Resume Black Hole



<https://www.td.org/Publications/Blogs/Career-Development-Blog/2014/09/How-to-Avoid-the-Online-Application-Black-Hole>

Plain Text Resume .txt

Joe Retail

www.linkedin.com/in/joeretail

Phone: 610-123-4567

Email: jretail@comcast.net

RETAIL MANAGEMENT-TURNAROUND SPECIALIST

Results-oriented retail management professional with 15+ years experience in store management, training and loss prevention. Customer-focused leader known for ability to transform low performance stores using team approach resulting in higher profitability, less shrink and reduced staff turnover. Expertise includes:

- * Sales & profit optimization
- * Personnel training & development
- * Store turnarounds
- * Inventory management
- * Loss prevention
- * Merchandising mix & display

PROFESSIONAL EXPERIENCE:

CVS PHARMACY, Philadelphia, PA
Store Manager
1995-2010

Managed two high volume CVS Pharmacy urban stores (\$12 million including pharmacy, \$5 million front store only) and one mid-size volume suburban store. Accountable for managing the customer experience, store appearance, profit and loss (P&L), hiring and training staff, vendor management, merchandising/product promotions, inventory and planogram completion.

Store Turnaround:

- * Transformed non-performing low volume store to mid-volume store in two years, reducing shrink by 25%.

Key Words

Include keywords used in your industry/job category:

- Job descriptions and postings for positions to which you would like to apply (www.indeed.com)
- ATD competency model/Career Navigator
- O*Net or Occupational Outlook Handbook
<http://www.onetonline.org/link/summary/13-1151.00>
- Using Word Clouds – www.tagcrowd.com;
www.wordsift.com or www.tocloud.com

Word Cloud Sample

ability acquisition analytic annual assessment business change chro
company demonstrates **development** drive
effective employee engagement evaluate excellent execution
experience future identifies implement improve including
initiatives learning leveraging **management** needs
organization overall partner partnerships performance planning powerpoint
processes programs related required resources skills
sourcing strategic **strategy** succession support **talent**
technology work

ATD Resume Template

TINA TRAINOR

1234 Anywhere Street
City, State 12345
Phone | 123-456-7891
Email | yourname@address.com

LEARNING & DEVELOPMENT MANAGER

Short description of yourself including what is unique about you and what you can do for the employer. Stay away from generic descriptions such as team player, results-oriented and experienced in favor of more specific skill and characteristics that make you stand out from the crowd.

KEY COMPETENCIES

- Instructional Design
- E-Learning Development
- Facilitation (On Line & Face to Face)
- Project Management
- LMS: Blackboard, Moodle
- Webex, GoToMeeting
- Adobe Captivate, Storyline
- Learning Management System Administration

PROFESSIONAL EXPERIENCE

EMPLOYER, YOUR CITY, STATE

EMPLOYMENT

TRAINING & DEVELOPMENT SPECIALIST..... DATES

Brief description of the job using no more than 2-3 lines.

- Developed and implemented leadership and management development programs for senior leadership team.
- Accomplishments. You don't need to list everything that you did on the job. 3-4 strong bullets are better than 8 weak ones.

ATD Resume Template

Try out our new resume template:

<https://www.td.org/Digital-Resources/Tools/Resume-Template>

It's still in "beta" mode, so send your feedback to me:

skaiden@td.org

Next Steps

- Review your current resume
- Does the top 1/3 pass the 6 second test?
- Based on today's webcast, what else can you do to improve your resume?

MORE QUESTIONS?

Type out your questions in the chat box!

Sue Kaiden

skaiden@td.org

@atdcareerdev